

**Office Work Instruction**

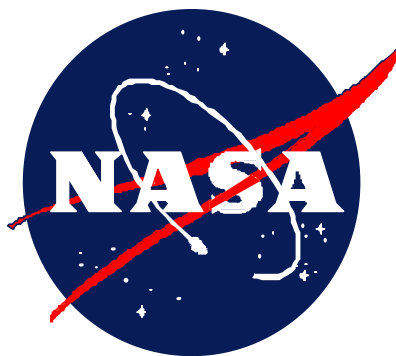
HOWI 1380-Y009A

Effective Date: April 30, 1999

Responsible Office: YO/Applications, Commercialization, and Education Division

**Subject: Prepare Press Release**

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**OFFICE WORK INSTRUCTION**

**PREPARE PRESS RELEASE**

**(Conforming to ISO 9001 Quality System Requirements)**

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### DOCUMENT HISTORY LOG

Status (Baseline/ Revision/ Canceled)	Document Revision	Effective Date	Description
Baseline		11/30/98	
Revision	A	4/30/99	Section 4.0: Deleted references not called out in the procedure. Section 7.0: Clarified quality record location. Modified quality record retention from "Destroy when 5 years old" to "Destroy when no longer needed for reference" per NPG 1441.1.
Cancel		8/7/00	Memo from Y/M.R. Luther authorizing OWI to be cancelled. After discussions with Code P, it was determined that the process described in this OWI are covered in HOWI1382-P001.

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## PREFACE

The NASA Office Work Instruction (OWI) for Prepare Press Release documents the tasks and activities in conformance with the International Organization for Standardization's (ISO) 9001 requirements for quality systems. The OWI supplements the *NASA Strategic Plan*, the *NASA Strategic Management Handbook*, and other higher level NASA directives, which form the basis for how NASA conducts business.

This OWI is not intended to duplicate or contradict any other NASA policy, procedures or guidelines, which currently exist. As such, the OWI will reference prevailing documents where a topic is addressed and existing coverage is deemed adequate. Additional information provided within is intended to supplement existing documentation regarding Headquarters (HQ) implementation of strategic and program/project management, as well as HQ conformance with the ISO 9001 Quality Management System (QMS) requirements.

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## 1.0 PURPOSE

This OWI documents the NASA Earth Science Enterprise (ESE) procedure for preparing press releases.

## 2.0 SCOPE AND APPLICABILITY

2.1 Scope. The ESE procedure for preparing press releases includes generating, editing, reviewing, and coordinating press releases with the NASA Offices of Legislative Affairs (Code L) and other involved NASA codes and Government agencies. A press release can be either local or national in scope and be associated with other public outreach activities, including televised press conferences, interviews, and speeches.

2.2 Applicability. This work instruction for Prepare Press Release applies to the NASA Office of Earth Science (OES, Code Y) offices and divisions. The Associate Administrator for Earth Science is responsible for maintaining this document. The controlled version of this OWI is available on the World Wide Web (WWW) via the HQ ISO 9000 Document Library at <http://hqiso9000.hq.nasa.gov>. Any printed version of this OWI is uncontrolled (reference: HCP 1400.1, *Document and Data Control*). Proposed revisions will be accomplished by following HOWI 1410-Y015, *Approve Quality Documents*.

## 3.0 DEFINITIONS

Appendix B of the *Earth Science Enterprise Management Handbook* provides ESE-specific terms and definitions.

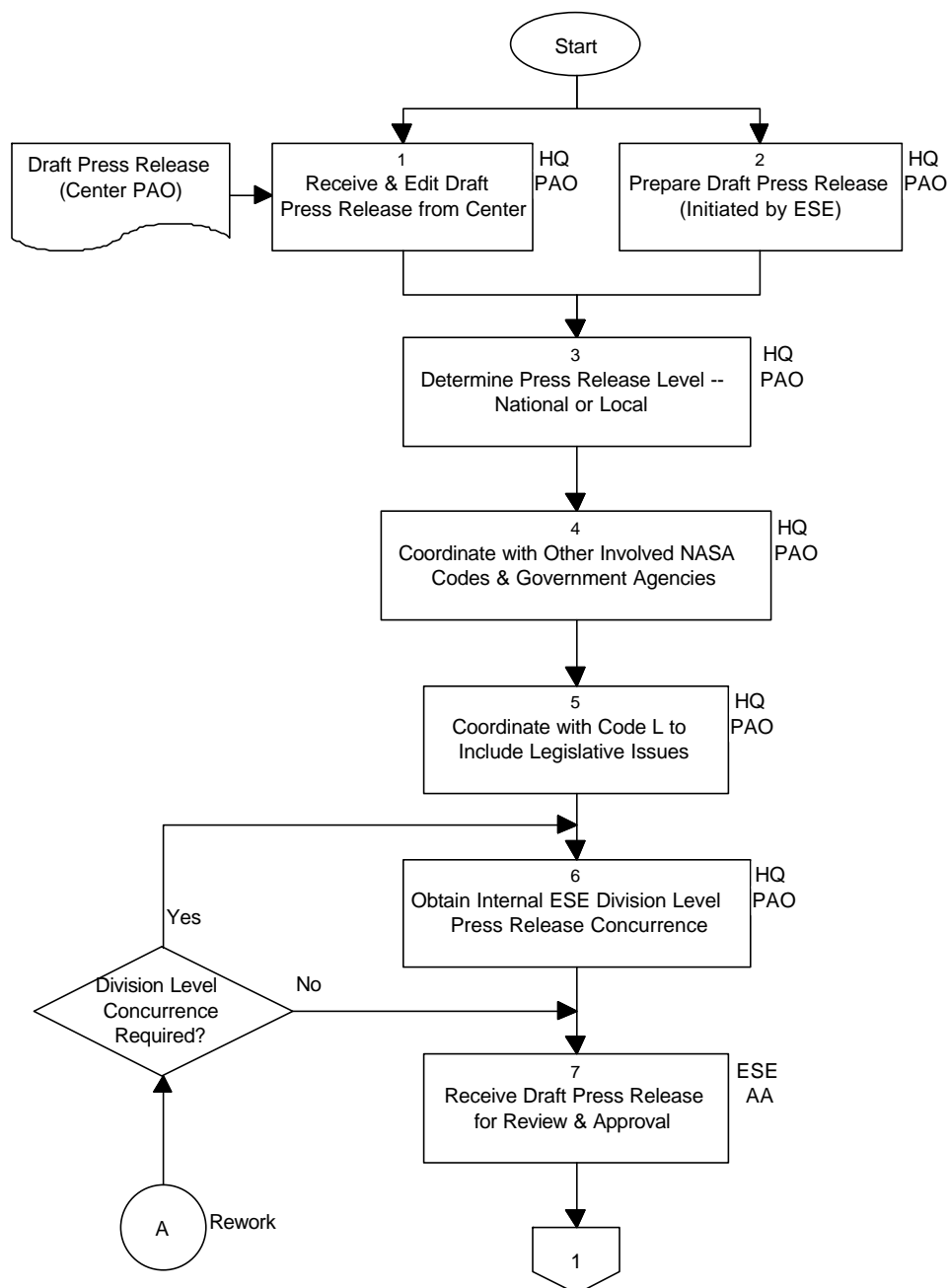
## 4.0 REFERENCES

None.

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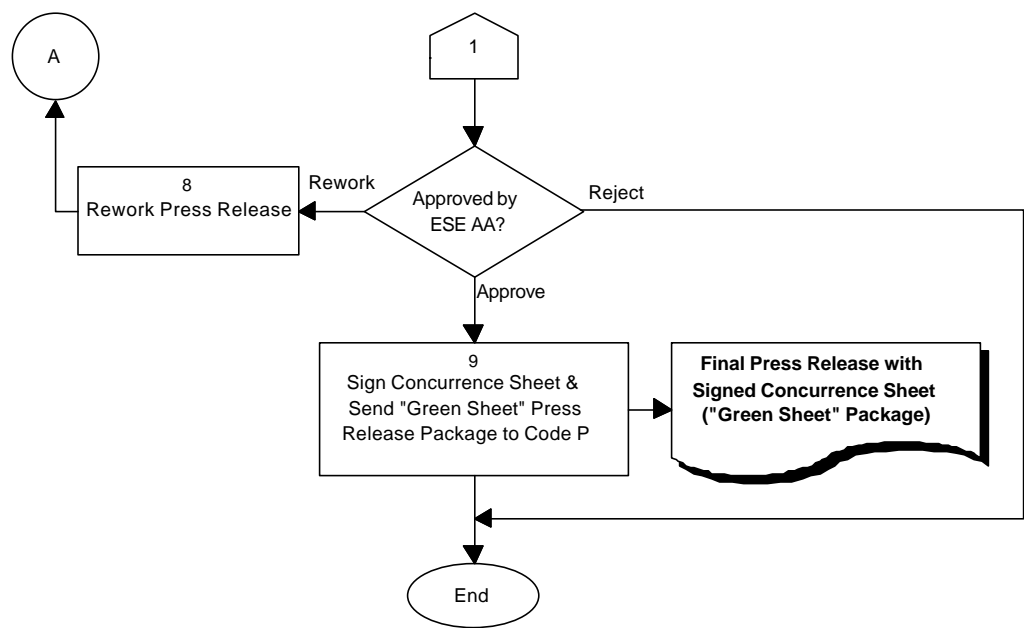
## 5.0 FLOWCHART

The following flowchart depicts the procedure described in Section 6. Outputs in boldface type represent the quality records listed in Section 7.



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5.0 FLOWCHART (CONTINUED)



6.0 PROCEDURE

The procedure for preparing a press release is the essential means by which NASA presents timely information to the print media (e.g., newspapers, news services, news magazines, and scientific and technical trade publications and journals) for publication. A press release corresponds to a specific NASA result or event and is usually generated by the Public Affairs Officer (PAO) of a NASA Center. The Headquarters (HQ) PAO assures that the press release is accurately written, distributed at either the local or national level, and coordinated with the NASA Offices of Legislative Affairs (Codes L) and other involved NASA codes and Government agencies. A press release may be developed independently or in coordination with other public affairs activities, including televised press conferences, interviews, and speeches.

Guidelines for developing and formatting a press release are generated by the Associate Administrator for Public Affairs (Code P). The HQ PAO is a Code P employee located within Code Y on a rotating assignment. The HQ PAO is associated with Code Y for two (2) years before undertaking a new assignment with another NASA code.

The following table describes the flowchart of Section 5.

<u>Actionee</u>		<u>Action</u>
Public Affairs Officer Office of Public Affairs (Assigned to Code Y)	1	Receive and Edit Draft Press Release from Center. Each NASA Center has a PAO responsible for generating press releases associated with Center activities and events. When a significant activity or event occurs, the Center PAO prepares a draft press release and sends it to the HQ PAO for approval, coordination, and release. The first action the HQ PAO takes is to edit and/or rewrite the draft press release in accordance with

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guidelines provided by the Associate Administrator (AA) for Public Affairs.

This activity includes two major steps:

- ☐ *Receive Draft Press Release.* The HQ PAO receives a draft press release from a Center PAO. If necessary, the HQ PAO communicates with the Center PAO to fully understand the theme and objectives of the press release.
- ☐ *Edit Draft Press Release.* The HQ PAO edits and/or rewrites the draft press release in accordance with guidelines provided by the AA for Public Affairs. If appropriate, the HQ PAO incorporates NASA Code Y strategic information.

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|--|---|---|
| Public Affairs Officer<br>Office of Public Affairs<br>(Assigned to Code Y) | 2 | <u>Prepare Draft Press Release (Initiated by ESE).</u> On occasion, the ESE initiates a press release. The HQ PAO drafts the press release in accordance with guidelines provided by the AA for Public Affairs. If appropriate, the HQ PAO incorporates NASA Code Y strategic information.  |
| Public Affairs Officer<br>Office of Public Affairs<br>(Assigned to Code Y) | 3 | <u>Determine Press Release Level -- National or Local.</u> The HQ PAO determines whether the information contained within the press release is appropriate and of interest to a national audience. If it is not, the press release is distributed only in the region of the NASA Center (i.e., locally). If the HQ PAO determines that the press release has national significance, then it is distributed nationwide.  |
| Public Affairs Officer<br>Office of Public Affairs<br>(Assigned to Code Y) | 4 | <u>Coordinate with Involved NASA Codes and Government Agencies.</u> The HQ PAO coordinates with other NASA codes and/or Government agencies involved in the subject matter of the press release. The HQ PAO sends the draft press release to the PAOs for involved NASA codes and Government agencies for review and comment. As comments are received, they are included in the press release at the discretion of the HQ PAO. Concurrence is usually required for a "joint" press release with another NASA code or Government agency. A concurrence "green" sheet is retained and filed by the HQ PAO with the press release package. This activity includes two major steps: <ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Forward Draft Press Release to Involved NASA Codes and Government Agencies.</i> The PAO sends the draft press release to involved NASA and Government agency PAOs for review and comment.</li> <li><input type="checkbox"/> <i>Prepare/Revise Press Release.</i> The HQ PAO reviews comments received and includes suitable remarks in the draft press release. The HQ PAO sends the revised press release back to the joint Code and/or agency for concurrence or further revision.</li> </ul> |
| Public Affairs Officer<br>Office of Public Affairs<br>(Assigned to Code Y) | 5 | <u>Coordinate with Code L to Include Legislative Issues.</u> The HQ PAO sends the press release package to Code L for inclusion of legislation issues and coordination with Congressional Outreach activities. This activity includes three major steps: <ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Forward Press Release Package to Code L for Review and Comment.</i> The HQ PAO sends the press release package to Code L for review of legislative and congressional content.</li> </ul>  |

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- ☐ *Revise Press Release.* Code L may request written changes in the press release and/or coordination with other congressional outreach activities. Code L typically prepares a letter for congressional representatives affected by the subject of the press release. The letter is sent to congressional offices by Code L prior to the public distribution of the press release (see Activity 6).
- ☐ *Obtain Concurrence.* The HQ PAO comes to agreement with Code L on content and coordinated activities associated with the press release.

Public Affairs Officer  
Office of Public Affairs  
(Assigned to Code Y)

- 6 Obtain Internal ESE Division Level Press Release Concurrence. The HQ PAO circulates the press release to obtain concurrence from the ESE division directors or their designees prior to requesting approval by the ESE AA.

Associate  
Administrator (AA) for  
Earth Science (Code  
Y)

- 7 Receive Draft Press Release for Review and Approval. The HQ PAO sends and/or briefs the ESE AA on the content and coordination activities associated with the press release. The AA may request revisions or additional coordination before approving the press release.

In some cases, the revised press release will need to be re-circulated among the ESE division directors or their designees. In these cases, the process will recycle through Activity 6. In other cases, additional review and concurrence by the ESE division directors is not necessary and the reworked press release is given back to the ESE AA for approval.

This activity includes the following major steps:

- ☐ *Receive and Review Press Release.* The HQ PAO sends the press release package to the Code Y AA for review and approval. If requested, the HQ PAO briefs the AA.
- ☐ *Request Revisions and/or Approve Press Release.* If the press release is not acceptable in its present form, the AA can request revisions to be carried out and coordinated by the HQ PAO (see Activities 8 and 6). The HQ PAO may be required to resubmit the revised response to the AA for approval. On rare occasions, the AA may elect to reject and terminate the press release.

Public Affairs Officer  
Office of Public Affairs  
(Assigned to Code Y)

- 8 Rework Press Release. If the ESE AA requests changes to the press release (see Activity 7), then the HQ PAO researches the requested changes and revises the press release accordingly. Depending on guidance provided by the ESE AA in Activity 7, the HQ PAO either circulates the revised press release among the ESE division directors (Activity 6) or returns the revised press release to the ESE AA for approval (Activity 7).

Associate  
Administrator (AA) for  
Earth Science (Code  
Y)

- 9 Sign Concurrence Sheet and Send "Green Sheet" Press Release Package to Code P. Upon final approval, the AA signs the concurrence "green" sheet. The HQ PAO sends the final press release to Code P for distribution to the media.

Public Affairs Officer  
Office of Public Affairs

At this point, the ESE activities relative to the press release are completed. For reference the following paragraphs describe the Code L and Code P

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activities relative to a particular press release.

As described briefly in Activity 5, Code L prepares a letter for congressional representatives affected by the subject of the press release. The letter is typically sent to Congressional offices 8 hours prior to the public distribution of the press release. A Congressional representative may request a delay in the release of the press release to coordinate other activities. This activity includes two major steps:

- ☐ *Receive Press Release and Prepare Cover Letter.* Code L receives the approved press release from the HQ PAO and prepares a cover letter. The letter explains the significance of the press release to the congressional representative.
- ☐ *Send Cover Letter and Press Release to Congressional Representatives of Interest.* Press releases are typically announced to the media (public) by Code P in the afternoon (approximately 4:00 p.m. EST) of a given day. The cover letter and press release are typically sent via fax to the offices of Congressional representatives the morning of the scheduled announcement (approximately 8:00 am EST). If a Congressional representative requests additional time to coordinate activities associated with the press release, the announcement may be delayed accordingly. The HQ PAO and Code P are notified by Code L of the delay and schedule a new day for the announcement.

After the press release is coordinated with Code L and an announcement date is set, Code P makes the official public announcement. The announcement must be coordinated if it is associated with other public affairs activities, such as televised press conferences, interviews, and speeches. If the press release is independent of other public affairs activities, then it can be transmitted to media representatives directly. In both cases, the HQ PAO and other Code P personnel are available for questions and follow-up activities as requested by the media. Code P records all questions and follow-up activities requested by the media and files them with the full press release package. This activity includes four major steps:

- ☐ *Receive Final Press Release and Schedule Announcement Date.* After the press release is approved by the ESE AA, it is sent to Code P by the HQ PAO. Code P then sets an announcement date and informs Code L. The date can be rescheduled at the request of Code L.
- ☐ *Coordinate Announcement with Associated Public Affairs Activities (If Necessary).* Many press releases are associated with televised press conferences, interviews, and speeches. The HQ PAO and Code P personnel must coordinate any planned public affairs activities with the press.
- ☐ *Announce Press Release to the Media (Public).* In coordination with other public affairs activities as required, Code P announces the press release. The announcement is typically faxed and/or electronically transmitted to interested newspapers, news services, news magazines,

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and scientific and technical trade publications and journals for publication. The HQ PAO is typically listed as the point-of-contact for media questions.

- ☐ *Respond to Questions from the Media.* After the announcement, the HQ PAO and other Code P personnel are available for questions and follow-up activities as requested by the media. All questions and follow-up activities requested by the media and NASA responses are recorded and filed by Code P with the full press release package.

## 7.0 QUALITY RECORDS

RECORD IDENTIFICATION	OWNER	LOCATION	MEDIA Electronic or Hardcopy	SCHEDULE AND ITEM NUMBERS*	RETENTION / DISPOSITION
Final Press Release with Signed Concurrence Cover Sheet ("Green Sheet" Package)	Public Affairs Officer, Office of Public Affairs (Assigned to Code Y)	Code Y Public Affairs Officer files	Hardcopy	Schedule 1, Item 54, "News Releases," paragraph C.	Destroy when no longer needed for reference.

\* Quality Records are retained in accordance with the referenced schedule and item numbers from NPG 1441.1, *NASA Records Retention Schedules*.